

**CITY OF MIAMI BEACH**  
**Office of the City Manager**  
**Letter to Commission No. 123-2005**



**To:** Mayor David Dermer and  
Members of the City Commission

**Date:** May 11, 2005

**From:** Jorge M. Gonzalez  
City Manager

**Subject: Memorial Day 2005 Holiday Weekend (Thursday, May 26, 2005 – Monday, May 30, 2005)**

This Letter to Commission (LTC) is to advise you that similar to the City's successful planning efforts for Memorial Day Weekend 2002, 2003, and 2004, the City has begun a comprehensive and coordinated planning effort to prepare for the upcoming Memorial Day 2005 Holiday Weekend (Thursday, May 26, 2005 – Monday, May 30, 2005). Our estimates from Memorial Day 2001, 2002, 2003, and 2004 weekends are that approximately 250,000 people visited Miami Beach over the course of each of the weekends causing the City's resources to be strained. Irrespective of any events and based upon early occupancy reports, it is anticipated that this year's holiday weekend will attract at least as many people.

During Memorial Day 2003 and 2004, Luther Campbell, on behalf of UMOJA LLC, submitted a special events application and was granted a permit for an art/culture park festival. To date, Mr. Campbell has not contacted the City with a similar request. Furthermore, the City has advised event promoters that its resources would be fully extended during the Memorial Day weekend (a major holiday weekend) and unavailable to support any events.

As part of the City of Miami Beach's Major Events Plan (MEP), in 2003, the City began submitting a request for In-Kind Services assistance to Miami-Dade County to provide enhanced public safety resources, beach maintenance and the participation of members of the County's Goodwill Ambassador Team, to assist the City of Miami Beach throughout the Memorial Day holiday weekend. This year, the County included In-Kind support for Memorial Day weekend in their annual budget, which eliminates the need for a separate request. This will be done annually based upon actual costs.

As in the past year, the City will be eliminating off duty assignments and deploying public safety staff on an alpha bravo shift assignment. This will be supplemented by approximately 110 Miami-Dade County Police officers and additional assistance from Florida Highway Patrol, City of Miami, Florida Department of Law Enforcement, and Miami-Dade Corrections Department.

Closure of Ocean Drive is not contemplated this year, but must be planned for in the event crowd control issues arise. Nonetheless, the Miami Beach Police Department will

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implement a similar transportation plan consistent with the prior 2 years, that will restrict vehicular traffic from the east-west cross streets between Collins Avenue and Washington Avenue from 6<sup>th</sup> Street to 16<sup>th</sup> Street from 7:00 p.m. until 7:00 a.m. daily, beginning Friday, May 27 through Monday morning, May 31.

### Transportation Plan

As stated above, the Miami Beach Police Department has developed a transportation plan that will be implemented on Thursday, May 26, 2005 (if needed) beginning at 7:00 p.m. until Tuesday, May 31, 2005 at 7:00 a.m. This plan contemplates the closure of the 100 and 200 blocks between 6<sup>th</sup> Street to 15<sup>th</sup> Street throughout the weekend. Washington Avenue and Collins Avenue will remain with two-way traffic. If population expectations surpass or do not materialize, the transportation plan will be altered accordingly to ensure public safety.

Parking lanes on the east side of the 600, 1200 and 1400 blocks of Washington Avenue will be barricaded to allow for pedestrian overflow on the sidewalks or valet. This will require the relocation of valet operations and taxi stands that are being coordinated with the respective associations. Additionally, Washington Avenue will remain under construction. The possibility exists that two work zones will be in place (1) 800 to 1000 block and (2) Espanola Way to 1600 block east of right-of-way (northbound lanes). If these work zones are implemented, at a minimum, the southbound lanes will be converted to maintain one lane in each direction.

Additionally, the Miami Beach Transportation Management Association will provide a shuttle bus service running throughout the weekend.

### Other Initiatives

In accordance with the MEP, several other initiatives continue and are ongoing including:

- Monitoring Hotel Occupancy and collaborating with the Greater Miami Convention and Visitors Bureau (GMCVB) and the Hotel Association of Greater Miami and the Beaches.
- Nightlife Advisory Task Force (NITE) coordination/communication with City staff.
- Ongoing outreach, communications and meetings with hotels, nightclubs, entertainment establishments and merchants.
- Monitor and assisting with promoter licenses.
- Department staffing plans, including enhanced levels of service and fiscal impact, are being developed.
- Miami Beach Police enhanced staffing plan on alpha/bravo and eliminating off-duty staffing during the weekend has been authorized.
- Pre-planned coordination with City, County and State law enforcement agencies to develop an effective resource deployment allocation including provision of off-duty police for area hotels has been ongoing.
- Internal staff meetings have been conducted and expanded to include County beach maintenance, public safety, code compliance and transportation system staff and community stakeholders.

- Goodwill Ambassadors will be utilized and a training session will be scheduled for April-May.
- Transportation plan(s) being developed and implemented based upon population expectations including provisions for shuttle transportation in the Entertainment District to alleviate congestion.
- The Miami Beach Community Relations Board (CRB), including the Miami-Dade County CRB representatives, have been actively participating with City Staff.
- Implementing traffic counting measures to monitor and estimate visitors to the area.
- Developing a community outreach and pre-publicity campaign with media partners.
- South Pointe Park Parking Lot has also been identified as an area recently used as a place for loitering and other activities during major event periods. The Administration will be manning the lot and extending hours until midnight. Additionally, the Police Department indicated the area is part of their regular patrol sweeps and will also utilize the security officer already stationed on the Baywalk just west of this lot through midnight as well. Parking is also evaluating an increase to the flat rate for parking for non-residents.

### Community Outreach

Additionally, the attached scheduled lists meetings attended or those that staff plans to attend and provide a report on the City's planning efforts.

To date, and based on early indications of full occupancy in the region's hotels, the City is continuing to conduct a broad and concerted outreach effort throughout the community, as delineated above. This outreach has been coordinated with the assistance of the Nightlife Advisory Task Force, the Greater Miami and the Beaches Hotel Association, GMCVB, South Beach Restaurant and Hotel Association, and Miami-Dade County.

The City has been effectively communicating all action plans prior to the weekend's events. While we cannot assure any major impact weekend will go without cause, the City is effectively planning and preparing its resources to assure a safe clean and successful weekend.

**Finally, the City of Miami Beach along with the American Legion Post No. 85 will once again be hosting the annual Memorial Day Ceremony honoring the men and women of the United States military who have given their lives in the service of our Nation. The ceremony will be held at the Miami Beach Police Station on Washington Avenue on Monday, May 30<sup>th</sup> at 11:00 a.m. You are all encouraged to attend and participate in the ceremony.**

Please feel free to contact me throughout the weekend if I can be of assistance.

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## Meeting Schedule

DATES	TIME	MEETING NAME	LOCATION	Completed
April 15, 2005	1:00 pm	MEP Meeting – Memorial Day	Mayor's Conference Room	X
April 19, 2005	4:00 pm	NITE Monthly Meeting	City Manager's Large Conf Room	X
April 19, 2005	9:00 am	Art in Public Places	TCD Conference Room, 555 17 <sup>th</sup> St	X
April 19, 2005	6:00 pm	Police Citizens Relations Committee	Police Community Room	X
April 26, 2005	NOON	Convention Center Advisory Board	Convention Center Board Room	X
April 26, 2005	4:00 pm	Lincoln Road Marketing	Mayor's Conference Room	X
April 27, 2005	4:00 pm	VCA Meeting	TCD Conference Room, 555 17 <sup>th</sup> St	X
April 29, 2005	10:00 am	Miami-Dade County Coordination Meeting	Steven P. Clark Center	X
May 2, 2005	3:30 pm	T & P	Convention Center Executive Conference Room	X
May 3, 2005	4:00-6:00 pm	MB Chamber – Board of Governors	MB Chamber of Commerce	X
May 6, 2005	8:30 am	Cultural Arts Council Meeting	City Manager's Large Conf Rom	X
May 6, 2005	10:30	MEP Meeting – Memorial Day	City Manager's Large Conference Rm	X
May 10, 2005	9:00 am	MB CRB	Mayor's Conf Room	X
May 10, 2005	9:00 a.m.	PIC Monthly Meeting	Eco. Development Conference Room	X
May 13, 2005		Goodwill Ambassador Training	Convention Center - Room A201	
May 13, 2005	10:00 am	MEP Meeting – Memorial Day	City Manager's Large Conference Rm	
May 17, 2005	4:00 pm	NITE Monthly Meeting	1st Floor Conference Room	
May 17, 2005	5:00 pm	Meeting with Nightclubs	1st Floor Conference Room	
May 18, 2005		Report to Miami Beach Mayor & City Commission	City Commission Chambers	
May 20, 2005	3:00 p.m.	Meeting with Hotels	City Manager's Large Conf Room	
May 20, 2005	10:00 am	MEP Meeting – Memorial Day	City Manager's Large Conference Rm	
		Ocean Drive Association	Park Central	

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